

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 387 Issue 1



WSPA-TV
250 International Dr
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Original

Client: Barack Obama/ D/ President	Submission Cost: 48575	Campaign Ref: E:120802002
Buyer:	Client/Product/Estimate: 95/101/1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06260815
Est./PO Number: 06260815	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Product: Obama For America	Booking Group: WSPA	Key Market: Greenville Spartanburg
Demographic: (L) Household	Order:	Ashevil

Ref	Sales Product Details	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
1	M-F 1135p ET / 1035p CT Late Show .TWTF..	1700	30 Comme	Nbr of Spots	2	2	2	2		10	1700
2	M-F 11a ET / 10a CT Price Is Right .TWTF..	2250	30 Comme	Nbr of Spots	2	2	2	2		10	2250
3	M-F 9a Dr Phil .TWTF..	1500	30 Comme	Nbr of Spots	3	3	3	3		15	2250
4	Fri 10p ET / 9p CT Blue Bloods ...F..	1200	30 Comme	Nbr of Spots	1					1	1200
5	Fri 10p ET / 9p CT Blue Bloods ...F..	1200	30 Comme	Nbr of Spots			1			1	1200
6	Fri 10p ET / 9p CT Blue Bloods ...F..	1200	30 Comme	Nbr of Spots				1		1	1200
7	Fri 8p ET / 7p CT CSI NY ...F..	800	30 Comme	Nbr of Spots		1				1	800
8	Fri 8p ET / 7p CT CSI NY ...F..	800	30 Comme	Nbr of Spots			1			1	800
Weekly Totals: Total Spots(Ord Spots)				15	19	16	16	17	2	85	

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Client:	Barack Obama/ D/ President	Submission Cost:	48575	Campaign Ref:	E:120802002
Buyer:		Client/Product/Estimate:	95 /101 /1537	Salee Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06260815
Est./PO Number:	06260815	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Salee Product Details	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
9	Sat 10p ET / 9p CT 48 HoursS.	600	30 Comme	Nbr of Spots 1						1	600
10	Sat 7p NewsS.	150	30 Comme	Nbr of Spots 1	1	1	1	1		5	750
11	Sat 8-9pS.	400	30 Comme	Nbr of Spots			1			1	400
12	Sun 10p ET / 9p CT MentalistS	1000	30 Comme	Nbr of Spots		1				1	1000
13	Sun 10p ET / 9p CT MentalistS	1000	30 Comme	Nbr of Spots				1		1	1000
14	Sun 1030a ET / 930a CT Face The NationS	275	30 Comme	Nbr of Spots 1	1	1	1	1		5	1375
15	Sun 7p ET / 6p CT 60 MinutesS	1500	30 Comme	Nbr of Spots		1				2	3000
16	Sun 9a ET / 8a CT CBS Sunday Morning NewsS	275	30 Comme	Nbr of Spots 1	1	1	1	1		5	1375
17	Tue 8p ET / 7p CT NCIS ..T.....	2500	30 Comme	Nbr of Spots 1						2	5000
18	Tue 8p ET / 7p CT NCIS ..T.....	2500	30 Comme	Nbr of Spots			1	1		2	5000
Weekly Totals: Total Spots(Ord Spots)				15	19	16	16	17	2	85	

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Original

Client: Barack Obama/ D/ President	Submission Cost: 48575	Campaign Ref: E:120802002
Buyer: ..	Client/Product/Estimate: 95 /101 /1537	Sale Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06260815
Est./PO Number: 06260815	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
19	Tue 9p ET / 8p CT NCIS Los Angeles ..T....	1900	30 Comme	Nbr of Spots	1	1				2	3800
20	Wed 10p ET / 9p CT CSI ..W...	1200	30 Comme	Nbr of Spots	1	1				2	2400
21	Wed 10p ET / 9p CT CSI ..W...	1200	30 Comme	Nbr of Spots				1		1	1200
22	Wed 8p ET / 7p CT Survivor ..W...	1650	30 Comme	Nbr of Spots	1	1				2	3300
23	Wed 8p ET / 7p CT Survivor ..W...	1650	30 Comme	Nbr of Spots			1	1		2	3300
24	Wed 9p ET / 8p CT Criminal Minds W.....	1700	30 Comme	Nbr of Spots			1			1	1700
25	M-F 1135p ET / 1035p CT Late Show M.....	170	30 Comme	Nbr of Spots		1	1	1	1	5	850
26	M-F 11a ET / 10a CT Price is Right M.....	225	30 Comme	Nbr of Spots		1	1	1	1	5	1125
Weekly Totals: Total Spots(Ord Spots)				15	19	16	16	17	2	85	

Grand Totals

		Month 10 Weeks: 4				Month 11 Weeks: 4			
		10/01	10/08	10/15	10/22	10/29	11/05		
Spots	85	15	19	16	16	17	2		
Cost	48575	8080	12885	8635	7695	9895	395		

Grand Totals:

Spots:	
Gross Total:	48,575.00
Commission:	7,286.25
Net Total:	41,288.75

REP HEADLINE# 6260815
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP AUG2/12 16.20
CHANGES *** WSPA-TV ***

ADV # _____ ADV. NAME POLI/B OBAMA/D/PRE/US REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME LAURA BASSETT

3050 K ST NW,
WASHINGTON, DC 20007
SALES PRSN WA- MICA HANSEN (H)

ORDER # _____ CONTRACT # 6260815 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1537 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 NOV6/12 WK-6

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG2/12 16.20

REP: REVISED ORDER
ZEROED LN 7
ADDED LN 20
TTL SAME
PLS CFM
THANKS, MIKE FOR MICA

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 95
AGENCY PRODUCT CODE = 101
AGENCY EST# = 1537

7	S		700P-730P	30		\$150.00	10/6	11/3	0		SAT	0
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PROGRAM : ACCESS HOLLYWOOD
CON COM1: ACCESS HOLLYWOOD

REP HEADLINE# 6260815
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
ORDER WORKSHEET

EAX# 703-516-9680
HARRIS REPORT FROM REP AUG2/12 16.20
CHANGES *** WSPA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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20	A		700P-730P	30		\$150.00	10/6	11/3	1		SAT	5
----	---	--	-----------	----	--	----------	------	------	---	--	-----	---

PROGRAM : NEWS
ORD COM1: PROGRAM CHANGE SPOTS ARE BOOKED PLS ADV
THIS IS A MAKE-GOOD FOR OCT6-NOV3 ON LINE-7 FOR 1 SPOT/WK
STATION MAKEGOOD OFFERS:
M1 OK'D BUY#7 MISSED: SAT/700P-730P OCT6-NOV3 30S \$150.00 (AUG2/12)
OFFER: SAT/700P-730P OCT6-NOV3 30S \$150.00 PLS ADVISE.
CMT: PROGRAM CHANGE SPOTS ARE BOOKED PLS ADV

OCT/12	38295.00	NOV/12	10280.00	CONTRACT TOTAL				48575.00
				TOTAL SPOTS				85

MARKET TOTALS \$354,325 WSPA 14% WLOS 53% WYFF 17% WHNS 12% WYCW 1% WMYA 3% CABL 0%
WNEG 0%

ACCURATE SHARES
SVC- NSI BOOKS- EST/ES
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EEE DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6260815
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM STATION AUG2/12 08.29
*** WSPA-TV ***

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL

3050 K ST NW,

WASHINGTON, DC 20007

REP.# OFF.# SALESMAN #
BUYER NAME LAURA BASSETT
SALES PRSN WA- MICA HANSEN (H)

ORDER # CONTRACT # 6260815

CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1537 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 NOV6/12 WK-6

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG2/12 08.29

REP: NEW ORDER
TTL 48575 @ 85X
PLS CFM
THANKS, MIKE FOR MICA

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA
STATION MAKEGOOD OFFERS:
M1 UNRESL BUY#7

MISSED: SAT/700P-730P
OFFER: SAT/700P-730P
CMT: PROGRAM CHANGE

OCT6-NOV3
OCT6-NOV3
SPOTS ARE BOOKED

30S \$150.00 (AUG2/12)
30S \$150.00 PLS ADVISE.
PLS ADV

CONTRACT TOTAL 48575.00
TOTAL SPOTS 85

FAX# 703-516-9680
AUG1/12 20.13
HARRIS REPORT FROM REP
*** WSPA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 95 AGENCY PRODUCT CODE = 101 AGENCY EST# = 1537												
1			1135P-1235A	30		\$170.00	10/2	11/2	2		TU-F	10
PROGRAM : LATE SHOW W/D LETTERMN CON COM1 : LATE SHOW W/D LETTERMN												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1100A-1200N	30		\$225.00	10/2	11/2	2		TU-F	10
PROGRAM : PRICE IS RIGHT												
CON COM1 : PRICE IS RIGHT												
3			900A-1000A	30		\$150.00	10/2	11/2	3		TU-F	15
PROGRAM : DR. PHIL												
CON COM1 : DR. PHIL												
4			1000P-1100P	30		\$1,200.00	10/5	10/5	1		FRI	1
4			1000P-1100P	30		\$1,200.00	10/19	10/19	1		FRI	1
4			1000P-1100P	30		\$1,200.00	11/2	11/2	1		FRI	1
PROGRAM : BLUE BLOODS												
CON COM1 : BLUE BLOODS												
5			800P-900P	30		\$800.00	10/12	10/12	1		FRI	1
5			800P-900P	30		\$800.00	10/26	10/26	1		FRI	1
PROGRAM : CSI:NY												
CON COM1 : CSI:NY												
6			1000P-1100P	30		\$600.00	10/6	10/6	1		SAT	1
PROGRAM : 48 HRS. MYSTERY												
CON COM1 : 48 HRS. MYSTERY												
7			700P-730P	30		\$150.00	10/6	11/3	1		SAT	5
PROGRAM : ACCESS HOLLYWOOD												
CON COM1 : ACCESS HOLLYWOOD												
8			800P-900P	30		\$400.00	10/27	10/27	1		SAT	1
PROGRAM : CRIMETIME SAT												
CON COM1 : CRIMETIME SAT												
9			1000P-1100P	30		\$1,000.00	10/14	10/14	1		SUN	1
9			1000P-1100P	30		\$1,000.00	11/4	11/4	1		SUN	1
PROGRAM : THE MENTALIST												
CON COM1 : THE MENTALIST												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
10			1030A-1100A	30		\$275.00	10/7	11/4	1		SUN	5
PROGRAM : FACE THE NATION												
CON COM1: FACE THE NATION												
11			700P-800P	30		\$1,500.00	10/14	10/21	1		SUN	2
PROGRAM : 60 MINUTES												
CON COM1: 60 MINUTES												
12			900A-1030A	30		\$275.00	10/7	11/4	1		SUN	5
PROGRAM : CBS SUNDAY MORNING												
CON COM1: CBS SUNDAY MORNING												
13			800P-900P	30		\$2,500.00	10/2	10/9	1		TUE	2
PROGRAM : NCIS												
CON COM1: NCIS												
13			800P-900P	30		\$2,500.00	10/23	10/30	1		TUE	2
PROGRAM : NCIS												
CON COM1: NCIS												
14			900P-1000P	30		\$1,900.00	10/9	10/16	1		TUE	2
PROGRAM : NCIS: LOS ANGELES												
CON COM1: NCIS: LOS ANGELES												
15			1000P-1100P	30		\$1,200.00	10/3	10/10	1		WED	2
PROGRAM : CSI												
CON COM1: CSI												
15			1000P-1100P	30		\$1,200.00	10/31	10/31	1		WED	1
PROGRAM : CSI												
CON COM1: CSI												
16			800P-900P	30		\$1,650.00	10/3	10/10	1		WED	2
PROGRAM : SURVIVOR												
CON COM1: SURVIVOR												
16			800P-900P	30		\$1,650.00	10/24	10/31	1		WED	2
PROGRAM : SURVIVOR												
CON COM1: SURVIVOR												
17			900P-1000P	30		\$1,700.00	10/17	10/17	1		WED	1
PROGRAM : CRIMINAL MINDS												
CON COM1: CRIMINAL MINDS												

REP HEADLINE# 6260815
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP

AUG1/12 20.13
 *** WSPA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
18			1135P-1235A	30		\$170.00	10/8	11/5	1		MON	5
PROGRAM : LATE SHOW W/D LETTERMN												
CON COM1: LATE SHOW W/D LETTERMN												
19			1100A-1200N	30		\$225.00	10/8	11/5	1		MON	5
PROGRAM : PRICE IS RIGHT												
CON COM1: PRICE IS RIGHT												
OCT/12			38295.00									
NOV/12			10280.00									
CONTRACT TOTAL												48575.00
TOTAL SPOTS												85

MARKET TOTALS \$354,325 WSPA 14% WLOS 53% WYFF 17% WHNS 12% WYCW 1% WMYA 3% CABL 0%
 WNEG 0%

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SVC- NSI BOOKS- EST/ES
 DEMOS- RA35+*